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Extreme Speeding Marketing Plan

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**Department of Transportation
Public Safety Marketing
Extreme Speeding
Marketing Plan**

Objective:

The objective of this marketing plan is to provide an outline for recommended marketing activities that should be undertaken to reduce fatalities due to extreme speeding in Hawaii.

Speeding Research Conclusions:

The following are the major conclusions drawn from the research undertaken on Extreme Speeding.

- Most drivers in Hawaii believe that it is acceptable to drive 1 to 10 mph over the speed limit.
 - 52% of drivers believe that driving 1 to 5 mph over the speed limit is acceptable and 35% believe that driving 6 to 10 mph over the speed limit is acceptable.
 - 50% of drivers set their speed of driving based on the cars around them.
 - 75% of the population believes that most people drive above the speed limit in Hawaii.
 - Speeding is extolled by car manufacturers throughout the country in advertising, product promotions and television shows.
- There is awareness that extreme speeding is not acceptable.
 - 36% believe that driving 6 to 10 mph over the speed limit is not acceptable, and 23% believe that driving 11 to 15 over the speed limit is not acceptable, while 21% believe the unacceptable range is between 16 to 20 mph over the speed limit.
- Overall there is a sense of invincibility with only 19% of the population believing they will be in an accident sometime in the future.
 - Even though 22% have been in an accident and 50% of them know someone who has been in an accident.
 - In all focus groups people believe that the reason people get into accidents is because everyone else is a bad driver and they are good drivers therefore will not get into an accident.

- Drivers of all ages extreme speed (20+mph over the speed limit) and this group makes up 16% of all drivers. However, the greatest percentage of extreme speeders relative to population size is young men ages 18 to 25 (32% of this group, 15,280 men).
 - More than half of all drivers believe that teenagers drive too fast.
 - Likewise about half of drivers believe that teenage drivers cause the most accidents in Hawaii.
- Young male drivers tend to drive newer cars, Hondas, and 20% have their vehicles modified.
- Among young male drivers there is a greater tendency to drive faster when alone and at night.
- The reason young men drive fast is for “the rush.”
 - Several research studies suggest that the highest risk young drivers may have low self-esteem, low self-control, low social responsibility and irrational beliefs.
 - Focus groups reinforce the invincibility factor - young men have no fear of dying because they are good drivers and if they die then it is fate. Driving fast makes them feel on the edge and this gives them a sense of exhilaration and proving themselves.
 - The excuses for driving fast include always being late and having to rush.
- About one-third of young men say their friends race on the streets, but fewer admit to racing themselves.
- Focus groups suggest that parents knowingly or unknowingly support young speeders by providing financial support for car modifications, higher insurance payments and/or providing free rent so that all driver’s earnings can be applied toward being able to drive faster.
- Driver’s license revocation and suspension were the most favored speeding deterrent in the research. Focus groups suggest that car confiscation will also be a powerful deterrent.
- Van Cams were considered effective by about half of the drivers to encourage people to drive slower. Experts believe that the program will be most effective is primarily targeting extreme speeders.

Recommendations:

Speeding is a complex issue that will require multiple layers of marketing over a longer period of time. The overall goal is to have fewer accidents and fatalities due to extreme speeding. Having young men stop extreme speeding is the primary strategy, however, young men will not change their behaviors if they do not feel that speeding is an issue and if they are not pressured to change their behavior. The “rush” is too strong to succumb to common sense. Likewise young men don’t believe they will get into an accident because “they are good drivers.” Therefore these are four steps, in order of priority, we believe are most important to attack extreme speeding. Ideally all four steps should be undertaken simultaneously, however if resources are an issue, then the priority should be as indicated below:

1. Continue to change the attitude of the **general public** to believe that speeders are killers, and they are in fact a menace to everyone’s safety on the road. While we recognize that the extreme speeders are who we want to target, for this general awareness campaign we believe we have to focus on all speeding, but in the visuals and statements focused on young men driving at night and alone.
2. Stop **parents** from enabling speeding by providing the funds and/or other financial support that allow young men to modify their cars so they can speed faster. Have parents become more proactive in stopping speeding by their words and actions.
3. Educate all **high school students** on the consequences of speeding. All young men and women need to understand that extreme speeding leads to people dying – lots of people, not just the “junk drivers.” Reward safe driving behavior. Identify & implement alternate ways of generating a “rush.”
4. Pass **legislation** to impound the cars of speeders. While young men felt that license confiscation will deter some speeding, a more successful deterrent will be impounding cars when caught speeding. This will not only immediately stop the person from speeding again, but will also get the family involved in resolving the process.

General Public

As shown in the research, 88% of all drivers speed at least some of the time. Speeding is not considered a serious offense, although few condone speeding 20 mph over the speed limit. We may say that people should not speed, but we do not believe that is the case nor do we behave that way ourselves. Extreme speeders believe that “everyone speeds” and that people just drive with the flow of traffic, which is above the speed limit. Overall, for parents to discourage their sons from speeding or for young men to think twice about extreme speeding will require a change of attitude in the general population.

In the minds of the general population, extreme speeders must be considered killers, in the same way that drunk drivers are considered killers. Likewise even adults should never drive over 20 mph over the speed limit. In exchange for this behavior, everyone will feel safer driving and will know that their children are safer.

Goals:

- Increase awareness that the unacceptable limit for speeding is below 20 mph over the speed limit from 90% of the population to 95% of the population.
- Increase the percentage of drivers that believe the acceptable range of speeding is over 10mph from 56% to 65% in two years.

Recommended Actions:

- Together with partners in the community such as insurance companies develop a coordinated media campaign to change attitudes toward speeding from being an accepted part of Hawaii to being a dangerous activity. Target young men and their parents.
 - Build the group immediately & identify activities currently underway. The group could include DTRIC, GEICO, AIG and AAA.
 - Name the group “Partnership to Save Our Children” or something similar that reinforces the focus on children dying.
 - Build support for a coordinated strategy and action plan,
 - Generate publicity for the group to build awareness and provide recognition for group participants – such as a press release about the group, why competitors are working together – because the issues are so important.
 - Continue/begin ongoing advertising against speeding coordinated with the enforcement periods. Advertising should not only be targeted towards young men, but also toward their parents.
 - Develop a program to have an ongoing television tape (captioned) at the lines for people to renew their licenses, so they see the impact of speeding and how people die or kill others. This will build added awareness.
 - Late night radio ads targeting young men driving home encouraging them to slow down.

Parents

More young men have newer cars than the population as a whole, and 20% of young drivers have modified cars. With only 51% of this group employed fulltime, it appears likely that parents are supplementing the disposable income for young men by providing no-too-low rent and/or financing for car insurance and/or car payments. 74% of young drivers thought that insurance rates doubling would not deter speeding, probably because most do not pay their own insurance. In a focus group of parents of young men, it was discussed that some parents are “buying” the affection of their children, also that those parents did not fully appreciate that their sons are speeding and the dangers of speeding.

SMS recommends trying to change the enabling behavior of these parents of young male drivers. This will not be easy because these parents are using financial support to maintain a relationship with their children. Therefore SMS recommends building support groups through churches or schools that bring these parents together to understand that their behavior is placing their children at a higher risk for a speeding accident. Also, members in these groups will be able to emotionally support each other.

SMS recommends beginning this effort through churches and schools in the communities of Pearl City, Waipahu, Ewa Waianae, Mililani and Wahiawa. These areas are recommended because 18 to 24 year olds are over represented in these communities. We will be targeting directly where more young people live. These communities represent 26% of 18 to 24 year olds relative to only 20% of the population as a whole. Also three of the top five communities for traffic fatalities are from these areas. Plus the long stretches of H-1 and H-2 are perfect for speeding and racing. Beginning this effort in these communities will have greater benefit because it has the potential of influencing more families with young people in these age groups than any other communities.

Goal:

- To increase awareness of the dangers of speeding and to stop enabling speeding through financial support.
- To reduce the number of young men with modified cars from 20% to 18% in two years.

Recommended Actions:

- Build grass roots community support through churches starting in listed communities above. Work with Church leaders to build support groups of parents. The parents need to band together not only for emotional support, but to take a coordinated stand against speeding and the killing of their children. On the mainland, one group has been called P.A.S.T. (Parents Against Speeding Teens) – Helping Teens Have a Future.
- Develop brochures for parents to educate them on the dangers of speeding as well as the role they can play in reducing extreme speeding.

- Door-to-door literature distribution in identified areas using students as well as parents to build awareness, education and support
- Build awareness of this effort through press releases; make this effort as visible as drug prevention.

Young Men Ages 16 to 25

32% of young men extreme speed at some time, a greater percent than any other age group. Many young men believe they are invincible. Only 24% of young men believe they will be in an accident even though 62% of them know someone who has been injured in an accident. In focus groups they say that people who die while speeding are bad drivers while they consider themselves as good drivers. 22% of young men admit that speeding gives them a “rush” and that part of the rush is knowing they may die.

74% of young men say they would be deterred from speeding if it would result in losing their driver’s license. In focus groups, young men say that losing their car would be an even greater deterrent.

The challenge with changing the behavior of young men that speed is that they have no fear – of dying, of authority or of community conscience. The only thing they worry about is not being able to drive their cars. SMS recommends that enforcement campaigns be implemented on the major thoroughfares to West Oahu during late night and early morning hours when young men are more likely to be speeding on their way home. An effective enforcement campaign should be accompanied by a well-publicized awareness campaign describing the speeding laws, the fact that licenses can be taken away and that the police will be on the lookout on major roads. After the campaign is completed, the number of tickets issued should be released to the public, so that the community and the young men believe that the campaign is really taking place and tickets are being issued, as well as licenses being revoked.

To encourage other young men from never speeding at an extreme level, SMS recommends an education campaign through the schools and that positive reinforcement for good driving habits of young people be recognized.

Goals

- Reduce the number of young men who extreme speed from 32% to 27%.
- Reduce the number of young men who say they know of friends that race on the streets from 33% to 27%.

Recommended Actions:

- Develop a coordinated awareness and enforcement campaign particularly targeting the identified neighborhoods.
 - Coordinate with the police department to identify the best times throughout the year for an anti-speeding campaign. Also, target late nights and early mornings when young men say they are more likely to speed.
 - Publicize the new law about license confiscation for speeding. Note specific times when speeding enforcement will be increased.
 - Air the campaigns throughout the day, however especially target night when young men are more likely to speed and target media that young men listen to and watch such as certain radio channels and theaters before action movies targeting young men.
- Work with high schools in the targeted neighborhoods to integrate a “2 Fast 2 Dead” program into their curriculum.
 - Develop a program for DOE that breaks through to young people the reality that “good drivers” die in crashed due to speeding. Bring in relatives of those who have died.
 - Create mock trials and funerals to reinforce the consequences of speeding.
 - Relate speeding to being out of control, not in control.
 - Work with businesses in the area to create rewards for good driving that can be given to young drivers with safe driving records.
- Develop a Coalition Against Speeding based in Central and Leeward Oahu that brings together the parent groups, student groups, businesses and community leaders to coordinate all the efforts of all the groups.

Legislation

In focus groups the only consequence for speeding that made the young male participants sit back and pause was the thought of losing their cars immediately if they were caught speeding. Only 74% of young men said they would be deterred from speeding by losing their license. Currently the new law requires multiple tickets for driving over 90 mph before someone loses their license. SMS believes that the current law should be promoted and publicly enforced as described above. However to make a significant reduction in the number of young men who extreme speed, SMS recommends that legislation be considered for impounding a car if anyone is caught driving at extreme levels. It is likely that losing a car will also impact the families of these young men, reinforcing the parent’s relationship with their children.

Goal

To increase the percentage of young men who would be deterred from speeding by the potential penalty from 74% to 85%.

Recommended Actions:

- The Department of Transportation and the Honolulu Police Department and the to be formed Coalition Against Speeding should develop legislation that would cause a car to be impounded if the driver is going more than 30 mph over the speed limit.
 - Parents, Teachers and Community Leaders will support this legislation if they are already working to reduce speeding in their communities.

Summary of Recommended Actions

	Year One	Year Two
<i>General Public</i>	<ul style="list-style-type: none"> •Introduce an awareness campaign that reinforces that Speeders are Killers. •Adding that you can lose your license •Build Corporate Support 	<ul style="list-style-type: none"> •Continue campaign
<i>Parents</i>	<ul style="list-style-type: none"> •Build support groups thru churches & schools in targeted neighborhoods •Support groups by developing & distributing brochures that explain how parents support speeders 	<ul style="list-style-type: none"> •Expand campaign to more neighborhoods with a large number of young men
<i>Young Male Drivers</i> 54,567 total 15,279 that speed 20 mph above the limit 30,258 young people in select communities	<ul style="list-style-type: none"> •Build awareness for this group the current penalty for being caught speeding and losing their license •Provide alternatives to speeding/the rush at the track •Work with car modifications dealerships to encourage responsible driving •Educate all high schools students with an integrated program 	<ul style="list-style-type: none"> •Evaluate programs, improve & expand to schools in above targeted neighborhoods •Continue in these neighborhoods
<i>Legislation</i>	<ul style="list-style-type: none"> •Introduce legislation to impound cars if caught speeding over 20mph over the limit 	<ul style="list-style-type: none"> •Continue effort – educate if passed